June 8, 1960

Hi!

Just received these in this morning's mail! Thought you would like to "peruse" some. How do you like the "pompous proverb"? Hope you both have been well. Betty & I hope to get out to see you before too long — have been promising this for so long — you will probably say "phooey"!

B. & B. Betty

The McArdle Printing Company, Inc.
24th & M Streets, Northwest
Washington 7, D. C.

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Miss Florence D. Scott
Childrens Hospital
13th & W Street, N. W.
Washington, D. C.

Form 3547 Requested

Do not enumerate your poultry prior to successful termination of the process of incubation

Art Graphic's
POMPOUS PROVERBS

THE McARDLE PRINTING COMPANY, INC.
24TH AND M STREETS, NORTHWEST • WASHINGTON 7, D.C.
TELEPHONE FEDERAL 3-4900

To our Friends and Customers:

During recent months Art Graphic has sent you several of his PROVERBS FOR PRINTING BUYERS...variations of famous old sayings which apply to printing, and particularly to McArdle printing.

We hope you have been properly impressed by these earnest messages, and have been moved to act accordingly.

But now we have a slight switch for you. Because of the popularity of his BLOTTOES several years ago, Art has prepared another series of signs for your office wall. But this time they are Art Graphic's POMPOUS PROVERBS.

As you know, proverbs are models of brief, clear, meaningful writing. They have endured over the years because they pack a world of wisdom into a few short words.

Now Art has rewritten some of these proverbs in the style too often used by certain writers of government directives, year-end forecasts, and even business letters. And we think you'll agree that in their "pompous" form, these famous old sayings would have survived for minutes rather than centuries.

Maybe there's a lesson here for all writers and editors. But regardless of any lesson, our real purposes in sending you Art's POMPOUS PROVERBS are to give you a smile, to provide a conversation piece for your office, and to slyly remind you that the people at McArdle are good printers - and nice folks to deal with.

Sincerely yours,

Walter F. McArdle

Walter F. McArdle

P. S. Maybe you'd like to try <u>your</u> hand at some POMPOUS PROVERBS. If so, Art will be delighted to get them. He has already composed variations of "You can't teach an old dog new tricks," "Beauty is only skin deep," and "Let sleeping dogs lie." Send in others - or see what <u>you</u> can do with these.